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Tender

West Midlands Trains Marketing tender

WEST MIDLANDS TRAINS LIMITED

F05: Contract notice – utilities

Notice identifier: 2022/S 000-012746

Procurement identifier (OCID): ocds-h6vhtk-033868

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Section I: Contracting entity

I.1) Name and addresses

WEST MIDLANDS TRAINS LIMITED

2nd Floor, St Andrews House, 20 St. Andrew Street

LONDON

EC4A3AG

Contact

Mark Ibbs

Email

mark.ibbs@wmtrains.co.uk

Country

United Kingdom

NUTS code

UKG - West Midlands (England)

Internet address(es)

Main address

www.westmidlandsrailway.co.uk

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<http://redirect.transaxions.com/events/BvffM>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/BvffM>

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

West Midlands Trains Marketing tender

Reference number

WMT 2993

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services
 - QA01 - For broadcast advertising
 - QA02 - For advertising on radio
 - QA03 - For advertising on television
 - QA04 - For advertising on the Internet
 - QA05 - For advertising in cinemas
 - QA06 - For advertising in newspapers
 - QA07 - For advertising in magazines
 - QA08 - For advertising on posters
 - QA09 - For advertising by means of coupons

II.1.3) Type of contract

Services

II.1.4) Short description

West Midlands Trains is a UK rail operator, responsible for two customer-facing brands:

London Northwestern Railway (LNR) - for long distance and London commuter services.

www.londonnorthwesternrailway.co.uk

West Midlands Railway (WMR) - a regional train service for the West Midlands.

www.westmidlandsrailway.co.uk

This tender is for the following four lots:-

Lot 1 - Advertising - Destination marketing, with the aim of stimulating leisure trips.

Lot 2 - Pay per click - Developing a strategy for an always-on and campaigns approach to facilitate growth.

Lot 3 - Search engine optimization - A strategy is required to increase visibility of the West Midlands Railway and London Northwestern Railway websites.

Lot 4 - Consumer Public Relations and Social Media - West Midlands Trains require a partner that can enhance our presence through consumer public relations and social media all year round.

II.1.5) Estimated total value

Value excluding VAT: £8,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 4

II.2) Description

II.2.1) Title

Lot 1 - Advertising

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

Destination marketing, with the aim of stimulating leisure trips.

The specific requirement will be:-

1. Media planning (including all traditional & digital media).
2. Strategic planning.
3. Media buying (including all traditional and digital media).
4. Digital Technology / Ad Operations time.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Lot 2 - Pay per click

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

1. Manage the ongoing pay per click accounts.
2. Develop and manage bidding strategies for Google AdWords and Bing Ads along with campaign strategies.
3. Reporting - produce weekly, monthly, quarterly and annual reports.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Lot 3 - Search Engine Optimization

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

1. Facilitate the growth of visits to the West Midlands Trains websites for organic traffic through:-

- a) Ongoing search engine optimization management.
- b) Developing action plans grounded in insights.
- c) Activation / implementation through in-house team and cross-agency co-ordination.

d) Reporting & analysis including helping to set realistic KPIs and showing trends with volume and quality of traffic generated.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Lot 4 - Consumer Public Relations and Social Media

Lot No

4

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

1. Consumer Public Relations strategy & implementation.
2. Social media - community management of West Midlands Trains Facebook and Twitter channels via Orlo.
3. Reporting & Insights.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

The Utilities Contracts Regulations 2016 ("Regulations") do not apply to us, between us or to this project. Neither the issue of an Invitation to Negotiate ("ITN") nor the selection of any bidder, nor any other document, contact or conduct in connection with this ITN constitutes any acceptance by us that the Regulations apply to the project covered by this ITN, create any liability, assumption of liability or legal relationship under the Regulations, or an agreement by us to abide by those Regulations. The ITN procurement process and any subsequent contract awarded will be subject to English law and the exclusive jurisdiction of the English courts. By participating in the any ITN process a Bidder agrees to be bound by the above conditions and limitations. This notice must be read in conjunction with the all instructions to Bidders contained within this document.

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

20 June 2022

Local time

5:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

18 July 2022

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

Department for Transport

London

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

West Midland Trains Ltd will incorporate a standstill period, following award of the contract. The period shall commence on the day following award notification, and shall be in accordance with the Utilities Contracts Regulations 2016, and all subsequent amendments and directives. At present, this standstill period shall be no less than 10 calendar days. This period allows unsuccessful tenders to seek further debriefing from West Midland Trains Ltd the Contract is entered into.

The Utilities Contracts Regulations 2016 provide for aggrieved parties who have been harmed, or at risk of harm by a breach of the rules, to take action. Any such action must be brought within 30 day (or the first working day thereafter) of the date when the aggrieved party knew or ought reasonably have known about the alleged breach. Where a contract has not been entered into, the Court may order the setting aside of the award decision, or order the authority to amend any document and may award damages. If the Contract has been entered into, the Court may only award damages.